

ABSTRACT OF THE DISCLOSURE

1 A method of marketing a good or service is provided
2 including the step of providing a sign having a preprinted
3 website address and an indication that a good or service is
4 for sale. The method further includes providing a website
5 where sellers can post information about the particular good
6 or service. Consumers can visit the website indicated on the
7 sign and view the posted information for a particular good or
8 service by reference to a unique identifier, such as an
9 identification number, listed on the sign.